

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2025

BBA-I Semester

COURSE CODE (CREDITS): 23BB1HS111

MAX. MARKS: 15

COURSE NAME: BUSINESS COMMUNICATION

COURSE INSTRUCTORS: Dr Deler Singh

MAX. TIME: 1 Hour

Note: (a) All questions are compulsory.

		CO	Marks
Q1	While attending a lecture, your professor explains a concept with diagrams, but you interpret it incorrectly because you're distracted. Which part of the communication process failed here, and how will you handle such situations in future to avoid such misunderstandings? Support your answer by making a well labeled diagram of process of communication.	1	5
Q2	Giving and receiving feedback is not only crucial for creating productive environment at the workplace but it also reduces the chances of grapevine. Discuss in detail the things that one might consider while (i) giving and (ii) receiving feedback.	1	5
Q3.	The knowledge of Uncertainty Reduction Theory and Social Exchange Theory helps individuals make meaningful and productive relationships in personal as well professional life. Give your opinions on how you can make use of these theories in your life. Provide suitable examples to support your answer.	1	5